

Washington Finds Asset In Club Promoting

"Better Business Through Better Salesmanship"

Local Chapter of World's Salesmanship Congress Is Big Factor in City's Awakening—Roster Comprises Representatives from All Industries and Walks of Life Where Science of Salesmanship Rules—Men on the Pinnacles of Sales Leadership to Address Local Organization During Coming Months.

By GEORGE A. BABCOX, Secretary.

To raise the standard of salesmanship, through lectures from sales workers of national reputation and open forum discussion of problems which loom as obstacles in this vital factor of trade, is the aim and purpose of the Salesmanship Club of Washington, which was organized more than a month ago as a local chapter of the World's Salesmanship Congress. Taking as its criterion "better business through better salesmanship," the formation of this club comes at a psychological time when Washington is seething with the spirit of city planning and civic awakening. That the Salesmanship Club will fill an important niche in all that is good for Washington is the basis on which the officials are shaping the club's future.

The science of selling has developed through many ages from the primitive method of bartering one article for another. The lives of millions have been devoted to it and each has added his bit to the science. It is a profession which has probably the greatest following of any in existence and it means bread and butter, so to speak, to thousands upon thousands—and then success and happiness.

REALIZED THE OPPORTUNITIES.
Sales managers, salesmen, business executives and those who although not yet salesmen, are desirous of becoming such, were not slow in realizing the opportunities and advantages of the Washington club and the benefits to be derived through affiliation with the World's Salesmanship Congress. At the organization meeting, a few weeks ago, nearly one hundred men interested in the art of selling met at the Chamber of Commerce to draft plans for the Washington club.

Following a brief talk and a few introductory remarks by Mr. William F. Guide, president of the Guide Bros. Company, of Washington, which was enthusiastically received, a temporary organization was perfected with the various officers elected until the annual meeting of the club for the election of officers and the executive board, which took place on March 20. The club's headquarters are now permanently located in the Oak room of the Raleigh Hotel, where meetings are held every other Tuesday evening.

In the list of officers and committees are men representing the largest interests of Washington. And the same thing is true of the membership roll, which now totals nearly one hundred members. The highest men in the city connected with selling realize the service to the profession that will be rendered through contact of their salesmen with salesmen of other concerns. Ideas about salesmanship, as about advertising, credit, etc., have been undergoing a wholesome change in recent years. Advertising and salesmanship are closely related and the ideals to which both strive are essentially the same. The salesman is, in reality, an animated and reasoning advertisement. He is the missionary of the business world. He is the link in the chain of business, and the chain is only as strong as its weakest link, hence the stress that is laid upon his character and ability.

MEANS "GREATER WASHINGTON."
Washington looks for its living to business. Stagnant business means a stagnant city, while better business means a "Greater Washington." The one channel through which business flows and upon which business depends for its nourishment is salesmanship, so it is for that reason that the Salesmanship Club of Washington has a most important relation to our city. If the great army of salesmen here is better qualified to so wage a "sales war" the result is that Washington will prosper through the added profits brought into the coffers of the local concerns.

An endless economical cycle could be woven about the results of better salesmanship. Improved buildings, greater salaries better living for workmen and the accompanying good realized by the grocer, butcher, merchant, and other tradesmen are possible through better salesmanship. It has been aptly remarked that "all is salesmanship and all are salesmen." The first time that a baby cries for nourishment is the first time he sells something in his life. Regardless of vocation, it is necessary to sell yourself and your personality; you must sell your good will to your friends and eventually your good qualities will become generally known.

D. M. BARRETT IS FOUNDER.
The World's Salesmanship Congress, of which the Washington club is a part, is one of the largest organizations as well as the youngest in the United States. It came as a direct result of the formation by D. M. Barrett on September 29, 1915, of the Salesmanship Club of Detroit, Mich. The club started with a membership of 610 executives, sales managers, salesmen, and those desiring to become salesmen. The meetings were conducted on the open forum policy which encouraged all members to ask questions and enter into discussions. Following the success of the first salesmanship club, Mr. Barrett, who is the editor of Salesmanship, which since has become the official publication of the congress, called an organization meeting of the World's Salesmanship Congress at the Detroit Athletic Club December 15, 1915, and plans were formed for holding the congress in Detroit July 8 to 12, 1916. The funds were raised, committees formed, and Mr. Barrett devoted the magazine Salesmanship to the work of founding the congress.

The records and history of that congress held in July attest to its importance and success. President Wilson

traveled from this city to Detroit in his special train to inaugurate the congress and his official act was the starting for a succession of meetings which were without doubt the most constructive ever held from a sales standpoint or viewpoint. More than 3,100 persons were in attendance at eighty-seven lectures and discussions on various phases of salesmanship during the five days of the congress.

REPRESENT GREAT INDUSTRIES.
Officers elected are men of national and international reputation, representing great industries and organizations throughout the United States and Europe. The magazine Salesmanship was accepted by the congress as its own property and the great body was incorporated as a nonprofit association supported by sustaining memberships taken out by employers throughout the country.

For its president, Norval A. Hawkins, manager of sales of the Ford Motor Company, was the unanimous choice. Mr. Hawkins this year will supervise the sale of \$350,000,000 worth of the Ford Motor work in forming and founding the congress was recognized by his selection as secretary-treasurer. He also remains editor of Salesmanship. Bartley J. Doyle was chosen vice president. The character and scope of the organization was reflected in the executive committee, which includes such well-known men as Hugh Chalmers, of Detroit; Edward Hines, of Chicago; Bentley P. Neff, of Duluth; Edward A. Woods, of Pittsburgh; and Sir Thomas Lipton, of London and Liverpool, England.

Since the meeting of the congress in July, forty-four clubs have been formed and organized throughout the United States, all affiliated with the World's Salesmanship Congress. The work of the various clubs is along the same line as that of the Washington club, consisting of the open forum policy. Detroit, the parent order; New York City, Philadelphia, Pittsburgh, Indianapolis, Cleveland, Syracuse, Columbus, Duluth, Minneapolis, and many other cities all have their Salesmanship Club, where twice monthly meetings are held and salesmanship discussions are had.

The speakers of national reputation who will appear before the Washington club are engaged by the congress and comprise men of theoretical and practical knowledge. Leading educators along the lines of psychology and economics are directing their talent toward the art of salesmanship and are imparting the results of their studies to the various clubs about the country. And the practical men, who have seen duty "in the trenches" and are conducting their campaigns along proven lines, bring the message of real accomplishment. Men such as A. P. Sheldon, of Chicago; Lee Anderson, of the Hupp Motor Car Corporation, of Detroit; F. H. Dodge, of the Burroughs Adding Machine Company, of Detroit; T. C. Rice-Wray, of the Pacific Mutual Life Insurance Company; Prof. W. V. Bingham, of the Carnegie Institute of Technology; Prof. J. H. White, of the University of Pittsburgh; and Prof. A. M. Swanson, of the Northwestern University along with more than fifty others, are devoting a portion of their time to lecturing before the salesmanship clubs of the United States.

LECTURES HAVE BEEN GOOD.
The Salesmanship Club of Washington has heard thus far Mr. Frank Dechant, of Philadelphia; Mr. Charles Bethke, of the La Salle University of Chicago; Mr. T. C. Rice-Wray, of the Pacific Mutual Life Insurance Company; and Mr. Stanley Krebs, who for three years was instructor of salesmen for John Wanamaker, whom everyone everywhere knows of, and Dr. W. W. Shefferman. All the lectures have been very much alive with valuable insights into the essentials of salesmanship.

The Salesmanship Club of Washington wants on its roster manufacturers of dealers in automobiles, pleasure and commercial automobiles, salesmen of tires, steam heating and engineering, heating and lighting companies, gas companies, telephone and telegraph companies, public service corporations, flour, investments, lumber, printer's supplies, printing stationery, bread and cakes, typewriters and supplies, pharmaceutical supplies, popcorn, oil and gasoline, saws, fire extinguishers, water heaters, farm implements, oil and gasoline tanks and pumps lighting and starting systems, concrete and steel, engraving and electrotyping, lithographing, advertising, pianos, coal, wood, bundle carriers, circular advertising, safe cabinets, filing devices, office desks, wheelbarrows, of groceries, fruit, candy, drugs, hardware, stationery, tea and coffee, electrical supplies and dealers in fells, photographers and film printers, opticians, insurance salesmen, real estate brokers, postoffice clerks, bankers, ministers, attorneys, business training school workers, high school instructors, dentists, doctors, credit managers and advertising men; in short, we all have something to sell, and anyone who hasn't probably couldn't get a great deal of good by becoming a member of the Washington Salesmanship Club.

The membership of the Washington club is close to 100 members, and it is the intention of the officers and the executive committee to build up a membership here of 500 members. It is thought that this number will be just right to obtain the maximum of result from organization. It is not the idea to form a club which will be unwieldy. It is not, most emphatically not, the intention of forming a club for profit. It is a nonprofit organization, and no officer receives a salary. The speakers that are to be brought here are paid for by the money obtained from memberships and they give their time, charging only the expense of getting here. Applications are being sent to George A. Babcox, secretary, whose office is in the District National Bank Building on G street.

**Porter a Very Sick Man
When Draft Was Threatened**

A retail butcher in Center Market left his stall yesterday afternoon when business was dull, and went over to the army recruiting tent at Seventh and Pennsylvania avenue northwest. He asked the recruiting sergeant to come along and look over with the butcher and behind the counter found a husky negro porter, busy cleaning up. "Drop that brush," said the butcher to his employee, "they've come to draft you."

The negro was scared nearly white. "Dead, boss, I ain't no fit soldier. Mah feet done jes' natchally broke down; I smoke so many cigarettes mah heart won't work 'tall and 'tall mah family done had tuberculosis for the last three generations. I ain't no soldier, 'tall."

The recruiting sergeant decided that inasmuch as there was no draft order in effect, he'd let this husky cripple, who weighed pretty nearly 200 pounds, clean off monthbooks for a while yet.

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Colored-top Boots, in all the latest styles. Lace and button, high and low heels. Good-year welt. Regular \$3.00 and \$6.00
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In all sizes, all new styles, all leathers. Genuine \$1.50 to \$3.50 values.
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In Infants, Children's, Misses' Patent Leather, Gun Metal and White Pumps, Reg. \$1.50 to \$3.00 values.
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